

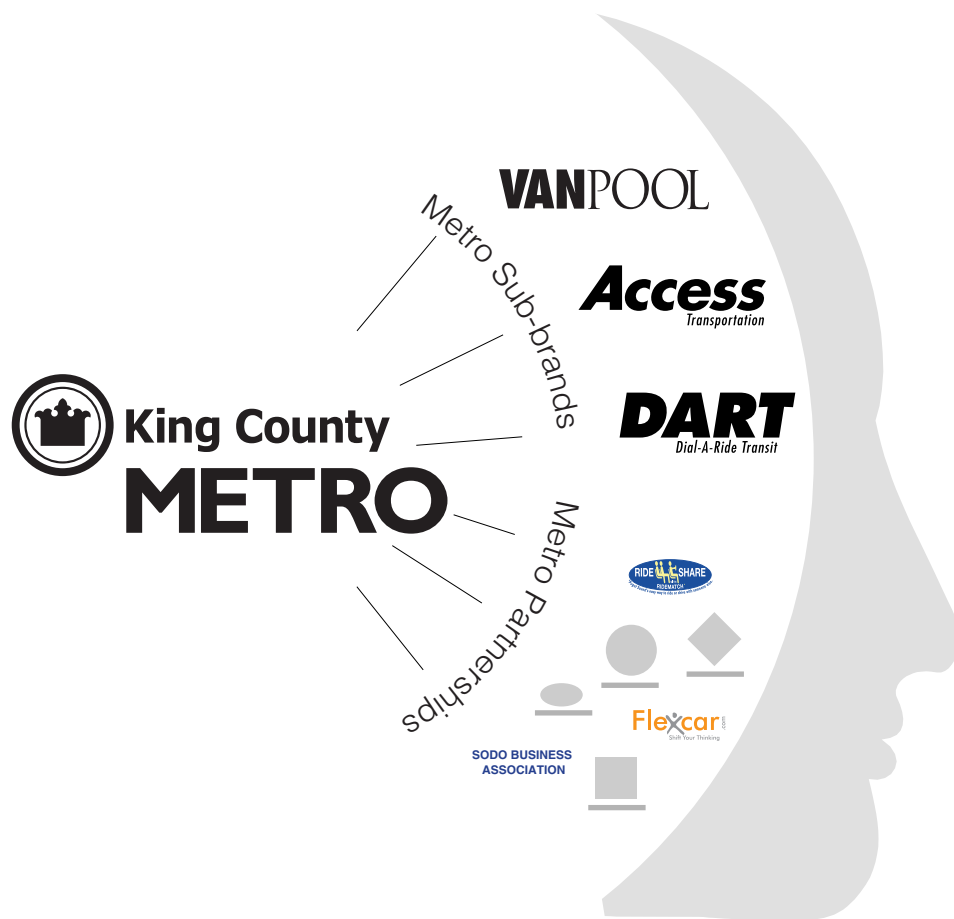
### ► The King County Metro Brand Identity

King County Metro has a unique and valuable "brand." The brand consists of the relationship between the public, King County Metro, and the services and products provided by King County Metro. It is symbolized by the King County Metro logo.

"Branding" is a general term used to describe positioning, presenting, and packaging products and services for the marketplace. Good brands tell a story, establish a promise, and differentiate themselves from other options that may be available to the consumer. When used effectively, good branding helps communicate Metro's message and benefits to the public faster and more effectively.

Every time a user or prospect comes in contact with any form of Metro's products and/or services the brand relationship is "activated." Billions of contacts have been made since Metro was formed, most of which involve actual usage of Metro's transportation services. Through these real-life impressions, a brand image has been cast in the public's mind. The brand identity system contained in this manual attempts to document and capitalize on the primary identity elements of that image. Those critical identity elements are organized here to enable Metro employees and its partners to manage this asset and build equity in the Metro brand.

#### The King County Metro Brand Map and its Sub-brand and Partnership Identities



## How the King County Metro Brand is Communicated

**Logo** – consistent on application. Minimum size maintained. Correct color or reverse treatment used.

**Colors** – in keeping with the predominant customer-facing colors the public associates with Metro – our bus and facilities scheme.

**Type fonts** – Consistent headline and body copy treatments for ongoing, regular categories of customer communications.

**Contact and Control** – Literature numbers, date of printing, originating group, disclaimers, agency sign-off and contact information for good communications management.

**Professional, justifiable appearance and personality** – The look of a leader that's customer-driven and a good steward of the public's money. Use of a logical design that is easy to understand, and memorable for the user of our buses and facilities.



VANPOOL  
128

Metro B

RIDE  
right.

206-689-3116 TTY

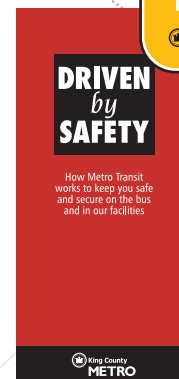
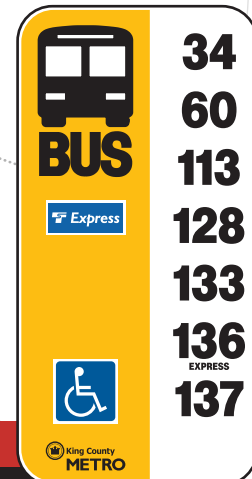
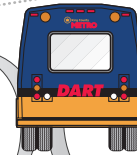
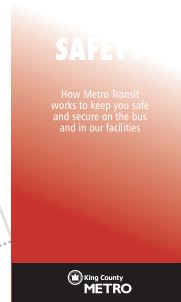
Department of Transportation

Metro Transit Division

Accessible Services

206-689-3113 voice

206-689-3116 TTY



| Metro Bus Fares   |          |        |  |
|---|----------|--------|--|
|   | Off-Peak | Peak*  | All Day Pass (Sat., Sun. & holidays) both zones  |
| Adult One Zone  | \$1.25   | \$1.50 | Youth (ages 6 thru 17): anytime, anywhere .50  |
| Adult Two Zones   | \$1.25   | \$1.50 | Children (thru age 5): up to four children may ride FREE with a fare-paying adult.                       |
| Regional Reduced Fare                                   | .25      | .50    | Family (Sunday & holidays only): up to four children thru age 17 may ride FREE with a fare-paying adult. |
| Permit users (seniors, students & Medicare cardholders) |          |        | EXACT FARE REQUIRED, DRIVERS CARRY NO CHANGE.  |
| * PEAK HOURS ARE MON-FRI 6-9 A.M. & 3-6 P.M.            |          |        |  |

For pass and ticketbook information, and to order by phone with your VISA® or MasterCard®, call 206-424-9455. Or, to place your online order, log onto our web site at <http://transit.metro.king.gov>



## Obtaining Logos and Other Resources

**Where can I get help with Metro standards questions?**

For help with applying Metro graphic standards, call Metro Marketing and Service Information at 206-684-1576.

**Where can I get electronic files of the King County Metro logo?**

Logos are available for PC and Mac in TIFF, EPS, GIF and EMF file formats in both black and reverse (white) versions. These logo styles and formats are available from Metro Marketing and Service Information at 206-684-1576.

- Special sizes for TIFF logos are available on request.
- Additional formats are available on request.

**What if I have special requests regarding the King County Metro logo and its use?**

Requests that require color changes or depart from the general guidelines and standards of using and applying the King County Metro logo will be reviewed by Metro Marketing and Service Information (206-684-1576). If the request still cannot be resolved, it will be submitted to King County Graphic Design and Production Services at 206-205-8550, and, if needed, forwarded to the Office of the King County Executive, Communications Director (206-296-4063).

**Who can use the King County Metro logo and for what purposes?**

The King County Metro logo typically is used for all official Metro business. Unauthorized and inappropriate use, including using any King County Metro logos for personal projects, is prohibited.

**Are there any other Metro publications and user guides?**

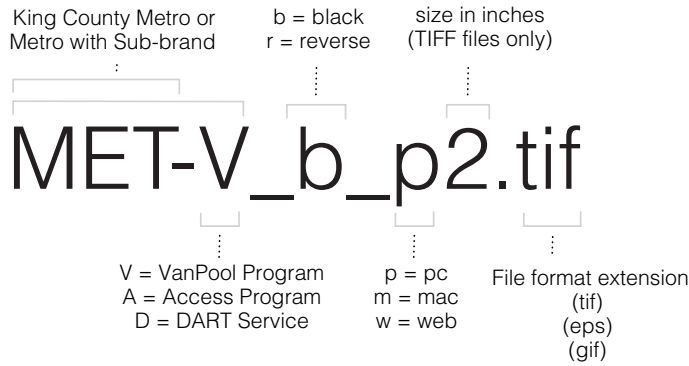
- *Metro Quick Reference – Graphic Standards and Guidelines* is an overview of the major elements of the standards program and includes the proper display and presentation of the King County Metro logo. This publication is available to consultants, vendors and county employees.
- *Metro Graphic Standards and Guidelines* deals with the proper display and presentation of the King County Metro logo and its application to various publications. It is mainly for use by employees involved in print or electronic communications.
- *Metro Signing Standards Manual* – Details all graphic and specification standards for Metro vehicles, facilities, bus stops and rider alert signage.
- *Other Guides and Information* – The King County Editorial Style Manual is available at: <http://www.metrokc.gov/exec/styleguide/>  
The King County Internet Guide is available at: <http://kcweb.metrokc.gov/des/web/default.asp>

These publications will be available as PDF files to all Metro employees from Metro Marketing and Service Information at 206-684-1576.

Some pages display important color information and it is recom-









## Electronic Files–Metro and Sub-brand Logos

## File Name Configuration






## Logo Styles

## File Name and Format

|   |                        | TIFF            | EPS            | GIF            | TIFF            | EPS            | GIF            |
|---|------------------------|-----------------|----------------|----------------|-----------------|----------------|----------------|
| King County Metro logo  |                        | PC              |                |                | Mac             |                |                |
|    | (b)                    | MET_b_p2.tif    | MET_b_p.eps    | MET_b_w.gif    | MET_b_m2.tif    | MET_b_m.eps    | MET_b_w.gif    |
|   |                        | MET_r_p2.tif    | MET_r_p.eps    | MET_r_w.gif    | MET_r_m2.tif    | MET_r_m.eps    | MET_r_w.gif    |
|   |                        | MET_b_p4.tif    |                |                | MET_b_m4.tif    |                |                |
|   |                        | MET_r_p4.tif    |                |                | MET_r_m4.tif    |                |                |
|    | (r)                    | MET_b_p12.tif   |                |                | MET_b_m+.tif    |                |                |
|   |                        | MET_r_p12.tif   |                |                | MET_r_m+.tif    |                |                |
|   |                        |                 |                |                |                 |                |                |
|   |                        |                 |                |                |                 |                |                |
| Sub-brand–VanPool Program   |                        | MET-V_b_p2.tif  | MET-V_b_p.eps  | MET-V_b_w.gif  | MET-V_b_m2.tif  | MET-V_b_m.eps  | MET-V_b_w.gif  |
|  | Complete Text Identity | MET-V_r_p2.tif  | MET-V_r_p.eps  | MET-V_r_w.gif  | MET-V_r_m2.tif  | MET-V_r_m.eps  | MET-V_r_w.gif  |
|   |                        | MET-V_b_p4.tif  |                |                | MET-V_b_m4.tif  |                |                |
|   |                        | MET-V_r_p4.tif  |                |                | MET-V_r_m4.tif  |                |                |
|   |                        | MET-V_b_p+.tif  |                |                | MET-V_b_m+.tif  |                |                |
|   |                        | MET-V_r_p+.tif  |                |                | MET-V_r_m+.tif  |                |                |
|  | Text Identity          | MET-Vx_b_p2.tif | MET-Vx_b_p.eps | MET-Vx_b_w.gif | MET-Vx_b_m2.tif | MET-Vx_b_m.eps | MET-Vx_b_w.gif |
|   |                        | MET-Vx_r_p2.tif | MET-Vx_r_p.eps | MET-Vx_r_w.gif | MET-Vx_r_m2.tif | MET-Vx_r_m.eps | MET-Vx_r_w.gif |
|   |                        | MET-Vx_b_p4.tif |                |                | MET-Vx_b_m4.tif |                |                |
|   |                        | MET-Vx_r_p4.tif |                |                | MET-Vx_r_m4.tif |                |                |
|   |                        | MET-Vx_b_p+.tif |                |                | MET-Vx_b_m+.tif |                |                |
|   |                        | MET-Vx_r_p+.tif |                |                | MET-Vx_r_m+.tif |                |                |
| Sub-brand–Access Program  |                        | MET-A_b_p2.tif  | MET-A_b_p.eps  | MET-A_b_w.gif  | MET-A_b_m2.tif  | MET-A_b_m.eps  | MET-A_b_w.gif  |
|  | Complete Text Identity | MET-A_r_p2.tif  | MET-A_r_p.eps  | MET-A_r_w.gif  | MET-A_r_m2.tif  | MET-A_r_m.eps  | MET-A_r_w.gif  |
|   |                        | MET-A_b_p4.tif  |                |                | MET-A_b_m4.tif  |                |                |
|   |                        | MET-A_r_p4.tif  |                |                | MET-A_r_m4.tif  |                |                |
|   |                        | MET-A_b_p+.tif  |                |                | MET-A_b_m+.tif  |                |                |
|   |                        | MET-x_r_p+.tif  |                |                | MET-A_r_m+.tif  |                |                |
|  | Text Identity          | MET-Ax_b_p2.tif | MET-Ax_b_p.eps | MET-Ax_b_w.gif | MET-Ax_b_m2.tif | MET-Ax_b_m.eps | MET-Ax_b_w.gif |
|   |                        | MET-Ax_r_p2.tif | MET-Ax_r_p.eps | MET-Ax_r_w.gif | MET-Ax_r_m2.tif | MET-Ax_r_m.eps | MET-Ax_r_w.gif |
|   |                        | MET-Ax_b_p4.tif |                |                | MET-Ax_b_m4.tif |                |                |
|   |                        | MET-Ax_r_p4.tif |                |                | MET-Ax_r_m4.tif |                |                |
|   |                        | MET-Ax_b_p+.tif |                |                | MET-Ax_b_m+.tif |                |                |
|   |                        | MET-Ax_r_p+.tif |                |                | MET-Ax_r_m+.tif |                |                |
| Sub-brand–DART Service  |                        | MET-D_b_p2.tif  | MET-D_b_p.eps  | MET-D_b_w.gif  | MET-D_b_m2.tif  | MET-D_b_m.eps  | MET-D_b_w.gif  |
|  | Complete Text Identity | MET-D_r_p2.tif  | MET-D_r_p.eps  | MET-D_r_w.gif  | MET-D_r_m2.tif  | MET-D_r_m.eps  | MET-D_r_w.gif  |
|   |                        | MET-D_b_p4.tif  |                |                | MET-D_b_m4.tif  |                |                |
|   |                        | MET-D_r_p4.tif  |                |                | MET-D_r_m4.tif  |                |                |
|   |                        | MET-D_b_p+.tif  |                |                | MET-D_b_m+.tif  |                |                |
|   |                        | MET-D_r_p+.tif  |                |                | MET-D_r_m+.tif  |                |                |
|  | Text Identity          | MET-Dx_b_p2.tif | MET-Dx_b_p.eps | MET-Dx_b_w.gif | MET-Dx_b_m2.tif | MET-Dx_b_m.eps | MET-Dx_b_w.gif |
|   |                        | MET-Dx_r_p2.tif | MET-Dx_r_p.eps | MET-Dx_r_w.gif | MET-Dx_r_m2.tif | MET-Dx_r_m.eps | MET-Dx_r_w.gif |
|   |                        | MET-Dx_b_p4.tif |                |                | MET-Dx_b_m4.tif |                |                |
|   |                        | MET-Dx_r_p4.tif |                |                | MET-Dx_r_m4.tif |                |                |
|   |                        | MET-Dx_b_p+.tif |                |                | MET-Dx_b_m+.tif |                |                |
|   |                        | MET-Dx_r_p+.tif |                |                | MET-Dx_r_m+.tif |                |                |

## File Format Information

| File Format | Applications   | Notes on Use  |
|-------------|--|---|
| <b>TIFF</b> | <p>Most non-web programs including Microsoft Word, Excel, Powerpoint, AutoCAD and GIS. Works well in PostScript-based applications such as Page-maker, especially if exported to PDF files.</p> <p><i>Using these files with optimum results can be achieved when accompanied by a thorough knowledge of your software and printers.</i></p>  | <ul style="list-style-type: none"> <li>• <b>BEST format for documents to be converted to Acrobat PDF format, especially when viewing on various computer systems.**</b> If PDF files are used, a suggested best practice would be to use this logo format on all reports, documents, brochures, flyers, slide shows, and maps to anticipate this need.</li> <li>• <b>Choose a TIFF logo size for your project to avoid having to enlarge the logo.</b> (Reducing the logo is fine but enlarging it makes it fuzzy.) Three resolutions are provided: <ul style="list-style-type: none"> <li><b>Small</b> for report covers, letter-size maps, etc. where the logo is no larger than two <b>(2)</b> inches.</li> <li><b>Medium</b> for posters or wall maps where the logo is no larger than four <b>(4)</b> inches.</li> <li><b>Large</b> for large graphics (banners, podium signs, etc.) where the logo is no larger than twelve <b>(12)</b> inches.</li> </ul> <p>If you need a different size, call King County Graphics at 206-205-8550.</p> </li> <li>• <b>If a PDF is not required, and a reasonable file size needs to be maintained, along with the highest quality, an EPS format would be a better choice.</b></li> </ul> |
| <b>EPS</b>  | <p>PostScript-based programs such as Quark Express, Illustrator, Freehand, Pagemaker and ArcView users with PostScript printers</p>   | <ul style="list-style-type: none"> <li>• <b>This truly scalable (vector) EPS graphic will remain sharp at any size, even billboard-size, without any gain in file size.</b> (Other image formats converted into EPS usually do not have the same scalable characteristics. Please use the EPS logo provided rather than converting from something else.)</li> <li>• <b>Generally speaking, do not use this format if your final document will be eventually converted to an Acrobat PDF file!</b> One exception would be: ArcView users using EPS logos and postscript printers should be able to use EPS logos with good results. Please note that ArcView EPS logos have been adjusted to work better in this application than general EPS logos.</li> </ul>  |
| <b>GIF</b>  | <p>Web applications</p>   | <ul style="list-style-type: none"> <li>• <b>Use on web pages.</b> Background may be transparent; small file size.</li> </ul> <p><i>This format is only for web use. Do not use in other applications, especially if the file will be converted to PDF!**</i></p>  |

**\*\*PDF files created on a Macintosh and viewed on a PC or vice versa will often behave quite differently, displaying the same logo clearly on one system and blocky on the other. This is especially true when the original document is in Microsoft Word. Generally, TIFF logos have the most consistent results across platforms (for all but web or CAD work).**